

### **Amendments to the Claims**

This listing of claims replaces all prior versions, and listings, of claims in the application:

#### **Listing of claims**

Claim 1: (currently amended) A transmitter for receiving information from a service provider about a service and for conveying the information to a handheld device, said transmitter comprising:

means for defining a context in said transmitter;

means for receiving the information at said transmitter;

means for formatting the information ~~[[in]] by~~ said transmitter into a ~~machine-readable~~ displayable or tagged form to produce a transmitted signal compatible with the handheld device and relevant to said context; and

means for conveying said transmitted signal from said transmitter to the handheld device located within said context, said information displayed to a user of the handheld device if the user has previously expressed an interest in the service.

Claim 2 (original) The transmitter of claim 1 wherein said conveying means transmits a diffuse infrared signal.

Claim 3 (original) The transmitter of claim 2 wherein said diffuse infrared signal has a wavelength substantially in the range of 850 nanometers to 1250 nanometers.

Claim 4 (original) The transmitter of claim 2 wherein said diffuse infrared signal is generated by modulating an electric light.

Claim 5 (currently amended) The transmitter of claim ~~[[2]]~~ 1 wherein said ~~machine-readable~~ displayable or tagged form is an XML element.

Claim 6 (previously presented) The transmitter of claim 5 wherein said XML element is encapsulated in an integrity element.

Claim 7 (original) The transmitter of claim 1 further comprising means for receiving a reply from said handheld device.

Claim 8 (original) The transmitter of claim 1 wherein said handheld device includes a plug-in, said plug-in associated with said interest.

Claim 9 (currently amended) A handheld device operating in a context associated with a transmitter conveying a transmitted signal, said handheld device comprising:

means for receiving said transmitted signal to form a received signal, said transmitted signal being formatted into displayable or tagged form by the transmitter, said received signal including information from a service provider offering a service, said received signal further being present if said handheld device is located within said context, said context being communicatively associated with said transmitter; and

means for extracting said information if a user of said handheld device has expressed an interest in such a service.

Claim 10 (original) The handheld device of claim 9 wherein said means for extracting includes a plug-in, said plug-in associated with said expressed interest.

Claim 11 (original) The handheld device of claim 9 wherein said transmitted signal is a diffuse infrared signal.

Claim 12 (original) The handheld device of claim 9 further comprising means for displaying at least a portion of said information to said user.

Claim 13 (original) The handheld device of claim 12 further comprising means for accepting an input from said user, said input provided in response to said at least a portion of said information.

Claim 14: (previously presented) The handheld device of claim 9 wherein said transmitter further includes means for receiving a reply from said handheld device, said reply generated in response to said input.

Claim 15: (previously presented) The handheld device of claim 9 wherein said information includes a first XML element.

Claim 16: (previously presented) The handheld device of claim 15 wherein said information is encapsulated in an integrity element.

Claim 17: (previously presented) The handheld device of claim 16 wherein said integrity element includes a second XML element.

Claim 18: (previously presented) The handheld device of claim 17 wherein said integrity element further includes:

- a checksum value, said checksum value representative of said information;
- a size value, said size value indicating the size of said information;
- a seed value, said seed value being used in computing said checksum value; and
- an operator, said operator being used in conjunction with said size value and said seed value to compute said checksum value.

Claim 19: (cancelled)

Claim 20: (cancelled)

Claim 21: (previously presented) The method of claim 25 further comprising the step of utilizing a behavior of the user to establish the preference.

Claim 22: (previously presented) The method of claim 25 further comprising the step of using a plug-in for establishing the preference.

Claim 23: (cancelled)

Claim 24: (previously presented) The method of claim 28 further comprising the step of generating the diffuse infrared signal by modulating an electric light.

Claim 25: (previously presented) A method for establishing a context of a user located within a coverage area associated with a transmitter, said method comprising the steps of:

receiving information at the transmitter, the transmitter being communicatively associated with a handheld device, the information being of interest to the user of the handheld device if located within the coverage area;

formatting the information into a first XML element;

encapsulating the first XML element in a second XML element, the second XML element being an integrity element;

converting the first XML element and the integrity element into a signal; and

emitting the signal to the handheld device located within the coverage area, the information displayed to the user of the handheld device if the user has established a preference at a time prior to receiving the signal;

wherein the context for the user having the handheld device and located within the coverage area has been determined.

Claim 26: (previously presented) The method of claim 25 further comprising the steps of:

emitting a time element in conjunction with the first XML element and the integrity element; and

establishing a temporal context for the user using the time element.

Claim 27: (previously presented) The method of claim 26 further comprising the step of forming the time element from a time XML element.

Claim 28: (previously presented) The method of claim 25 further comprising the step of forming the signal from a diffuse infrared signal.

Claim 29: (previously presented) A method for receiving contextual information contained in an emitted signal formatted by and received from a transmitter having a coverage area associated therewith, said method comprising the steps of:

- establishing a preference for the contextual information;
- receiving the emitted signal containing the contextual information formatted by the transmitter, the contextual information included in a broadcast XML element;
- processing the broadcast XML element to extract the contextual information; and
- displaying at least a portion of the contextual information to the user located within the coverage area if the preference was established prior to receiving the broadcast XML element;

wherein the contextual information is received from the transmitter.

Claim 30: (previously presented) The method of claim 29 wherein the emitted signal includes an integrity XML element encapsulating the broadcast XML element.

Claim 31: (previously presented) The method of claim 29 further comprising the step of forming the emitted signal from a diffuse infrared signal.

Claim 32: (previously presented) The method of claim 31 further comprising the step of generating the diffuse infrared signal by modulating an electric light.

Claim 33: (previously presented) The method of claim 30 further comprising the step of establishing the preference by using a plug-in.

Claim 34: (previously presented) A method of utilizing executable code in a transmitter to establish a context of a user having a handheld device and operating within a coverage area associated with the transmitter, the method comprising the steps of:

receiving information about a service at the transmitter, the information being of interest to the user of the handheld device if the user is located within the coverage area;

formatting, in the transmitter, the information into an XML element for conversion into a signal; and

emitting the signal, from the transmitter, to the handheld device located within the coverage area, the information displayed to the user of the handheld device.

Claim 35: (previously presented) The method of claim 34 further comprising the step of displaying the information to the user only if the user has established a preference prior to receiving the signal.

Claim 36: (previously presented) The method of claim 34 further comprising the steps of:

generating a time element; and

emitting the time element in conjunction with the XML element, the time element for use in establishing a temporal context for the user.

Claim 37: (previously presented) A method of utilizing executable code in a handheld device receiving a signal formatted by a transmitter, said method comprising the steps of:

establishing a preference for information contained in the signal, the information being formatted by the transmitter as an XML element;

receiving the signal at a communication interface communicatively associated with the handheld device;

processing the signal to extract the information contained therein; and

displaying at least a portion of the information to the user located within the coverage area.

Claim 38: (previously presented) The method of claim 37 further comprising the step of establishing the preference by using a plug-in.

Claim 39: (previously presented) The method of claim 37 further comprising the step of using the coverage area to defines a context for the user receiving the emitted signal.

Claim 40: (previously presented) The method of claim 37 further comprising the step of encapsulating the XML element in an integrity XML element.

Claim 41: (currently amended) A system for providing contextually-relevant information to a user comprising:

- means for receiving by the transmitter electronic raw data about a service;
- means for determining by the transmitter said contextually-relevant information about said service from said electronic raw data;
- means for formatting by the transmitter said contextually-relevant information into a standard machine-readable format;
- means for transmitting by the transmitter said formatted contextually-relevant information;
- means for receiving by a client said formatted contextually-relevant information; and
- means for providing to the user by the client said formatted contextually-relevant information.

Claim 42: (previously presented) The system of claim 41 further comprising:

- means for determining if said formatted contextually-relevant information is preferred by the user.

Claim 43: (previously presented) The system of claim 41 further comprising:

- means for packaging by the transmitter said formatted contextually-relevant information into at least one broadcast signal;
- means for transmitting by the transmitter said at least one broadcast signal; and
- means for receiving at the client said at least one broadcast signal.